

Study ID: BS-2026-001 | Product Category: Sleep Support | Cohort Size: 47 participants | Study Duration: 30 days | Data Points Collected: 1,034 | Report Date: March 2026

Study product

# Noctua Sleep Support

Real-World Customer Cohort Study 0 Adverse Events Reported

## Sleep quality improved 31% in a 30-day real-world customer cohort.

74% of participants reported improved sleep. Large real-world effect size (d = 0.71, 95% CI: +1.3—+2.1).

500 invited	52 enrolled	47 completed	90% completion rate	1,034 check-ins
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Average sleep quality score across 47 participants over the 30-day study period



Baseline period (days 1–3) shown in grey. Annotations show cohort means.

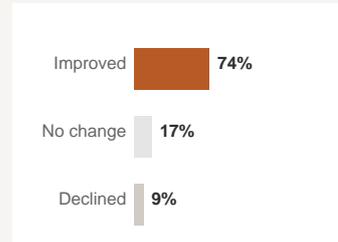
### Study Verdict

BioStackr Signal Classification™

#### STRONG SIGNAL

Large real-world effect size observed (d = 0.71). High completion rate and consistent improvement across the cohort.

### Participant Outcomes



Median time to improvement: 9 days

### Strongest Responder Segment

Baseline sleep score below 6.0:

**+2.3 pts**

vs +1.7 pts overall cohort

### Primary Outcomes — 30-Day Change vs Pre-Product Baseline

Metric	Day 1–5	Day 26–30	Change	% Improved	Cohen's d	95% CI
Sleep Quality	5.4	7.1	+31%	74%	0.71 (large)	+1.3 to +2.1
Energy	5.1	6.6	+29%	68%	0.58 (moderate)	+1.0 to +1.9
Mood	5.8	6.9	+19%	63%	0.44 (positive)	+0.7 to +1.5
Focus	5.6	6.5	+16%	57%	0.38 (early)	+0.6 to +1.3

Confidence intervals via 1,000 bootstrap resamples. Confound days excluded (illness, travel, alcohol, high stress, poor sleep environment). Change % = percentage change from baseline mean.

## Methodology

### Study design

Within-subject cohort study with pre-product baseline comparison. Each participant serves as their own control.

### Data collection

Daily check-ins tracking sleep, energy, mood and focus. Optional wearable upload (Apple Health, WHOOP, Oura, Garmin).

### Analysis

Effect sizes calculated using Cohen's d. Confidence intervals from 1,000-iteration bootstrap resampling.

## Marketing Claim Examples

Example claims derived from study results — for brand compliance review before any external use.

### Long-form

*"In a 30-day real-world BioStackr cohort study, 74% of participants reported improved sleep quality while taking Noctua Sleep Support."*

### Landing page

*"74% of participants reported better sleep in a verified 30-day BioStackr customer study."*

### Ad creative

*"Real customers. 30 days. 74% reported better sleep."*

### Real-World Resilience

Confounding factors (alcohol, travel, illness, stress) were self-tagged by participants and excluded from the primary analysis.

Participants who tagged alcohol or travel still maintained a **+1.2 point improvement** over their baseline — demonstrating the product works in real-world conditions, not just optimal ones.

### Top Reported Outcomes

- Fell asleep faster
- Fewer nighttime awakenings
- Deeper, more restorative sleep
- Better next-day energy
- Reduced evening anxiety

### About This Report

This report illustrates the structure and outputs of a BioStackr cohort study. The product name used here is fictional. Results from live BioStackr studies reflect actual participant outcomes. BioStackr does not make regulatory efficacy claims.

## How to Use These Results in Marketing

Example ways to use BioStackr study results across marketing channels. All claims require brand compliance review before external use.

### META / INSTAGRAM ADS

#### Better sleep in 30 days.

74% of participants reported improved sleep in a real-world BioStackr customer study. Verified outcomes. Real customers.

### LANDING PAGE

#### Verified by your own customers.

In a 30-day BioStackr cohort study, 74% of Noctua customers reported improved sleep quality. Large real-world effect size ( $d = 0.71$ ).

### RETAIL BUYER DECK

#### Customer Study Results

47 participants · 90% completion ·  $d = 0.71$  74% reported improved sleep quality in 30 days.

### EMAIL MARKETING

#### 74% of our customers improved their sleep. Here's what we found.

Our BioStackr customer study tracked sleep outcomes over 30 days. Here's what the data showed — and what it means for you.

### AMAZON / PRODUCT PAGE BULLET

Clinically Inspired Evidence — 74% of customers reported improved sleep in a verified 30-day BioStackr real-world cohort study.

#### From evidence to positioning

This study positions Noctua Sleep Support as a product backed by real-world customer evidence — not just testimonials or theoretical claims. The data supports premium pricing, retail buyer conversations, and paid advertising with a level of credibility that competitor brands without study data cannot match.

BioStackr — Real-world customer cohort studies for supplement brands · [biostackr.io](https://biostackr.io)